

# Customer feedback & research

To April 2017



## Customer Satisfaction

Formal Customer survey.

Part of overall score

## Get Site Control

“Perfect experience”

Lead indicator for  
customer satisfaction.

Focus on main  
satisfaction drivers

## User Testing

Validating designs

Testing new screens and  
processes

Get feedback before &  
during design and  
development

# Customer Satisfaction

Monthly score, lags a month behind

## Process for March

### Customers login

#### Login and Register

All customers who register and log in during March are included.

### Sent survey invite

#### Cleaned and surveyed

Lists sent to Leadership Factor and end of March.

Lists cleaned - exclude those in other surveys, completed survey in last 6 months, and so on

Survey sent in early April.

### Feedback & scores

#### Completed surveys

Comments received on a weekly basis.

Score produced on a monthly basis

Incorporated into overall score for end April.

## Latest scores

# Get Site Control

Informal survey, get realtime feedback.

## Create survey

### Key questions

All customers who register and log in during March are included.

## Ask for feedback

### Exit intent

Survey presented when customer is about to leave.

Limit number of times it is shown.

Limit screens it is shown.

## Feedback & scores

### Lead indicator

Good source of feedback, can predict what the customer satisfaction score will be next month.

Watch over time.

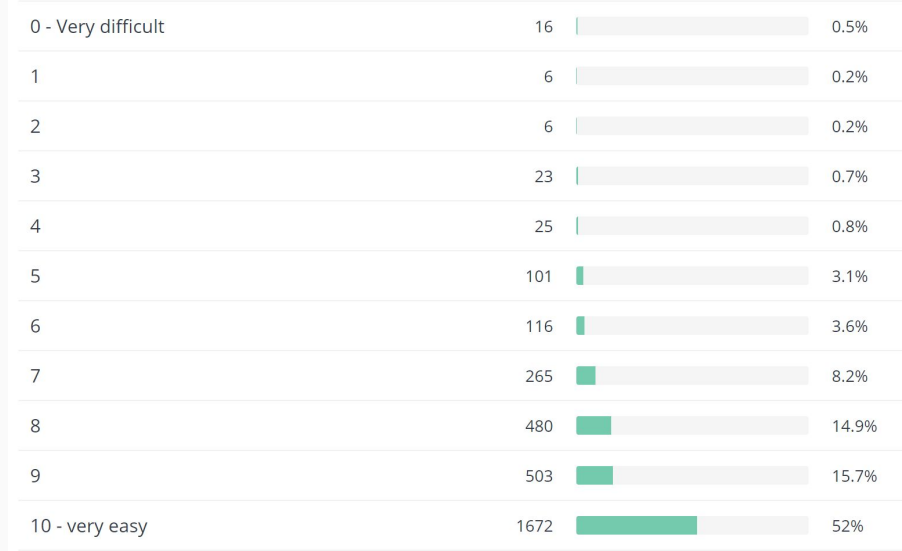
Compare question with CusSat version.

# Survey results

Thank you for using Irish Life’s online service, did you get the information you needed? 4417 responses



How easy was it to find the information you needed?

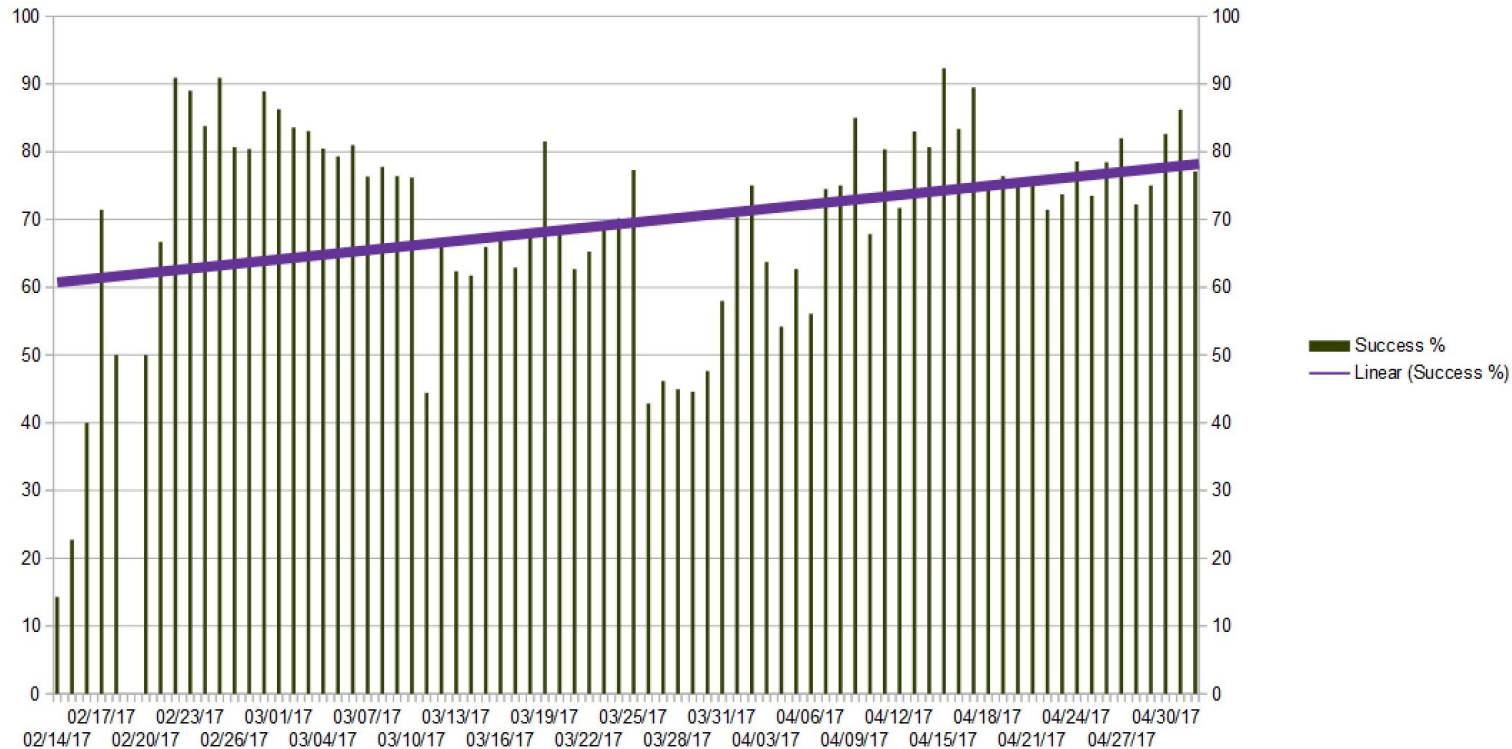


What were you unable to do?





# Success since mid-Feb



# User Testing

Testing and validating the design and user experience.

# Types of test

## First click test

Present prototype to testers and ask them to perform certain tasks.

Record what they click first, i.e., do they do what you expect them to do.

## Treemap tests

Use for validating website hierarchy and organisation.

Present site as a hierarchical map and ask testers to locate specific resources.

Measure how successful they are.

## Usability tests

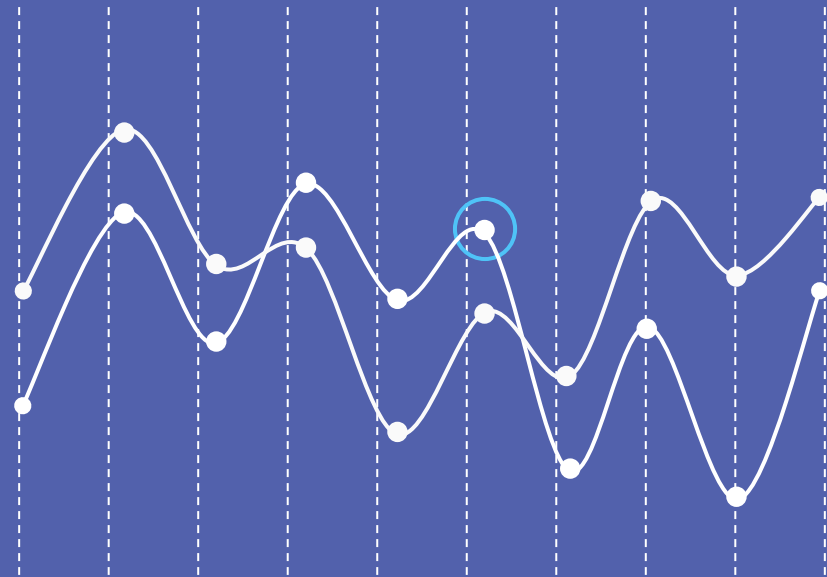
Qualitative survey in the form of an interview.

Present prototype of application and get users to perform a series of tasks.

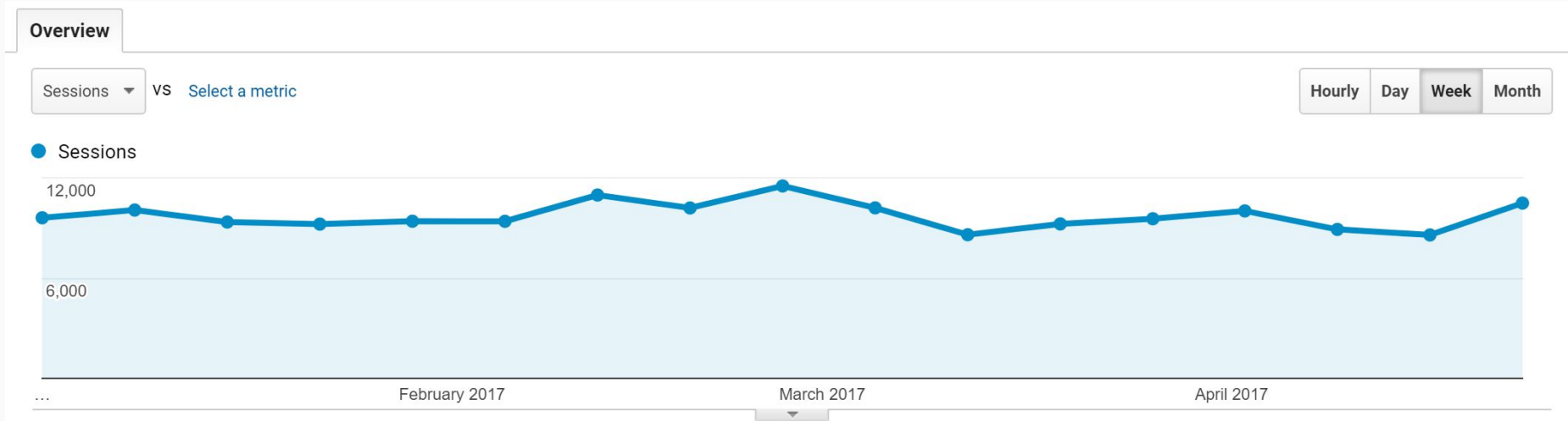
Audio and video is recorded - tester “thinks out loud” describing everything they do.

## Our tests to date

# Analytics & Session Cam



# Traffic is flat since beginning of year







7:3 Desktop:Mobile

MAPS campaign beginning this week -> based on past experience it will drive registrations and usage

# Session Cam

## Errors

 Date Range: 29/04/2017 to 01/05/2017  All Hostnames 

Error Message  	Error Count  	Sessions  	Error Rate  	Impressions  
Email or Password entered incorrectly	547	136	22.22%	1,121
Password is required	151	33	3.47%	2,033
We're sorry. We couldn't identify your account with the details entered. Please try again or call us on 01 704 1010 and we will assist you.	93	44	51.76%	183
Your account has been locked. You can reset your password and unlock your account by clicking the 'forgot password' link below.	38	20	3.27%	1,121

Do we have usability issues?

High error rates for login?

Should we be helping customers more when they attempt to add policies?

This might be causing our registration numbers to fall?

Look at some videos.

## Some weirdness?

[illegible]

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## What is this? Is it intentional?



Anything else....